Unit
C

Formatting

Text and Paragraphs

Objectives

- MOUS ▶ **Format with fonts**
- MOUS ▶ **Change font styles and effects**
- MOUS ▶ **Change line and paragraph spacing**
- MOUS ▶ **Align paragraphs**
- MOUS ▶ **Work with tabs**
- MOUS ▶ **Work with indents**
- MOUS ▶ **Add bullets and numbering**
- MOUS ▶ **Add borders and shading**

Formatting can enhance the appearance of a document, create visual impact, and help illustrate a document's structure. The formatting of a document can also add personality and lend a degree of professionalism to your document. In this unit you learn how to format text using different fonts and font-formatting options. You also learn how to change the alignment, indentation, and spacing of paragraphs, and how to spruce up documents with borders, shading, bullets, and other paragraph-formatting effects. ✒ Isaac Robinson is the marketing director at the MediaLoft Chicago store. Isaac has drafted a quarterly marketing report to send to MediaLoft's headquarters. He now needs to format the report so it is attractive and highlights the significant information. You will work with Isaac as he formats the report.

Formatting with Fonts

Formatting text with different fonts is a quick and powerful way to enhance the appearance of a document. A **font** is a complete set of characters with the same typeface or design. Arial, Times New Roman, Comic Sans, Courier, and Tahoma are some of the more common fonts, but there are hundreds of others, each with a specific design and feel. Another way to alter the impact of text is to increase or decrease its **font size**, which is measured in points. A **point** is ½₂ of an inch. When formatting a document with fonts, it's important to pick fonts that augment the document's purpose. You can apply fonts and font sizes to text by selecting the text and using the Formatting toolbar. Isaac changes the font and font size of the title and headings in his report, selecting a font that enhances the business tone of the document. By formatting the title and headings in a font different from the body text, he helps to visually structure the report for readers.

Steps 1 2 3 4

1. Start **Word**, open the file **WD C-1** from the drive and folder where your Project Files are located, then save it as **Chicago Marketing Report**
   The file opens in Print Layout view.

2. Click the **Normal View button** ▤ on the horizontal scroll bar, click the **Zoom list arrow** on the Standard toolbar, then click **100%** if necessary
   The document switches to Normal view, a view useful for simple text formatting. The name of the font used in the document, Times New Roman, is displayed in the Font list box on the Formatting toolbar. The font size, 12, appears next to it in the Font Size list box.

3. Select the title **MediaLoft Chicago Quarterly Marketing Report**, then click the **Font list arrow** on the Formatting toolbar
   The Font list showing the fonts available on your computer opens, as shown in Figure C-1. Fonts you have used recently appear above the double line. All the fonts on your computer are listed in alphabetical order below the double line.

4. Click **Arial**
   The font of the report title changes to Arial.

5. Click the **Font Size list arrow** on the Formatting toolbar, then click **20**
   The font size of the title increases to 20 points.

6. Click the **Font Color list arrow** 🅰▾ on the Formatting toolbar
   A palette of colors opens.

7. Click **Dark Blue** on the Font Color palette as shown in Figure C-2, then deselect the text
   The color of the report title text changes to dark blue. The active color on the Font Color button also changes to dark blue.

8. Select the heading **Advertising**, click the **Font list arrow**, click **Arial**, click the **Font Size list arrow**, click **14**, click the **Font Color button** 🅰, then deselect the text
   The heading is formatted in 14-point Arial with a dark blue color.

9. Scroll down the document and format each of the following headings in 14-point Arial with a dark blue color: **Events**, **Classes & Workshops**, **Publications**, and **Surveys**

10. Press **[Ctrl][Home]**, then click the **Save button** 🖫 on the Standard toolbar
    Pressing [Ctrl][Home] moves the insertion point to the beginning of the document. Compare your document to Figure C-3.

FIGURE C-1: Font list
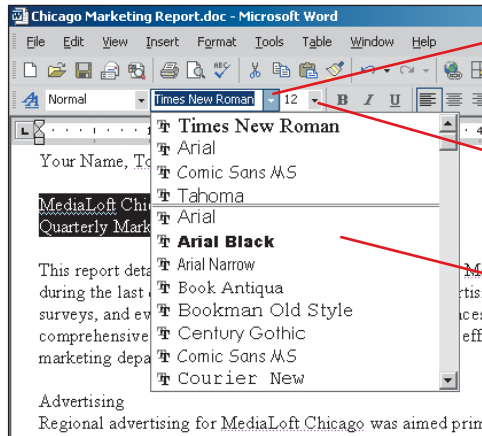
Font list arrow

Font Size list arrow

Font names are formatted in the font itself (your list might differ)

FIGURE C-2: Font Color palette
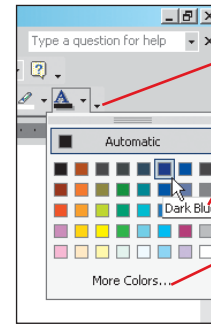
Font Color list arrow

Name of color appears as a ScreenTip

Click to create a custom color

FIGURE C-3: Document formatted with fonts
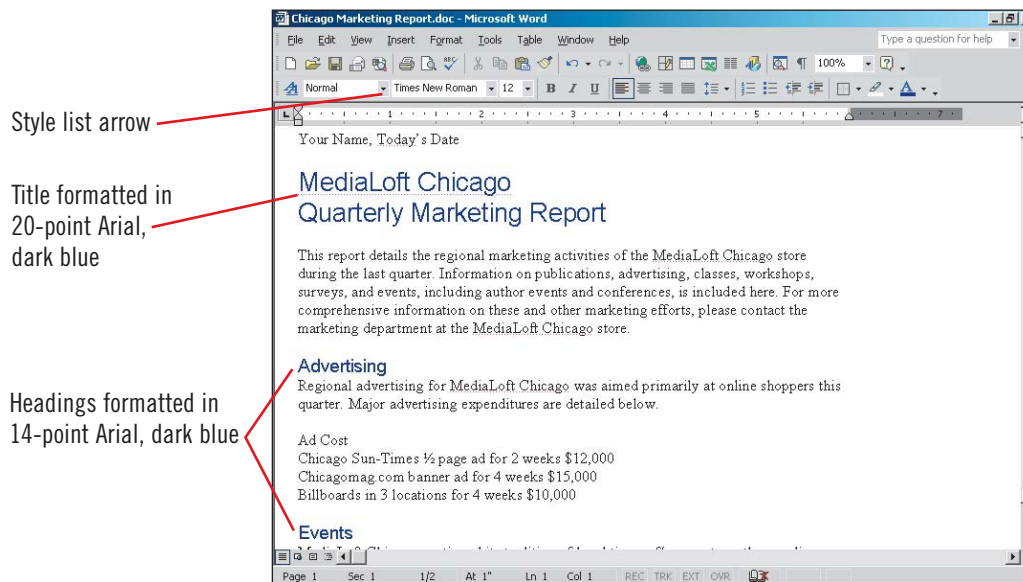
Style list arrow

Title formatted in 20-point Arial, dark blue

Headings formatted in 14-point Arial, dark blue

CLUES TO USE

Clearing text formatting

If you are unhappy with the way text is formatted, you can use the Clear Formats command to return the text to the default format settings. By default, text is formatted in 12-point Times New Roman and paragraphs are left-aligned and single-spaced. To clear formatting from text, select the text you want to clear, point to Clear on the Edit menu, then click Formats. Alternately, click the Styles list arrow on the Formatting toolbar, then click Clear Formatting. Clearing formatting from text does not delete or change the text itself; it simply formats the text with the default format settings.

Changing Font Styles and Effects

You can dramatically change the appearance of text by applying different font styles, font effects, and character-spacing effects. For example, you can use the buttons on the Formatting toolbar to make text darker by applying **bold**, or to slant text by applying *italic*. You can also use the Font command on the Format menu to apply font effects and character-spacing effects to text. ✏️ Isaac spices up the appearance of the text in his document by applying different font styles and effects.

Steps

1. Select **MediaLoft Chicago Quarterly Marketing Report**, then click the **Bold button** B on the Formatting toolbar
   Applying bold makes the characters darker and thicker.

2. Select the **paragraph** under the title, then click the **Italic button** I on the Formatting toolbar
   The paragraph is formatted in italic.

3. Scroll down and apply bold to each dark blue heading
   The headings all have a darker, thicker appearance.

4. Scroll up until the subheading Author Events is at the top of your screen, select **Author Events**, click **Format** on the menu bar, then click **Font**
   The Font dialog box opens, as shown in Figure C-4. You can use the Font tab to change the font, font style, size, and color of text, and to add an underline and apply font effects to the selected text.

5. Scroll up the Font list, click **Arial**, click **Bold Italic** in the Font style list box, select the **Small caps check box**, then click **OK**
   The subheading is formatted in Arial, bold, italic, and small caps. When you change text to small caps, the lowercase letters are changed to uppercase letters in a smaller font size.

6. Select **Travel Writers & Photographers Conference**, then press **[F4]**
   Pressing [F4] repeats the last action you took. Because you last applied Arial, bold, italic, and small caps together in one action (using the Font dialog box), the subheading is formatted in Arial, bold, italic, and small caps.

7. Under Author Events, select the book title **Just H20 Please: Tales of True Adventure on the Environmental Frontline**, click I, select **2** in the book title, click **Format** on the menu bar, click **Font**, click the **Subscript check box**, click **OK**, then deselect the text
   As shown in Figure C-5, the book title is formatted in italic and the character 2 is subscript.

8. Press **[Ctrl][Home]**, select the **report title**, click **Format** on the menu bar, click **Font**, then click the **Character Spacing tab** in the Font dialog box
   You use the Character Spacing tab to change the scale, or width, of the selected characters, to alter the spacing between characters, or to raise or lower the position of the characters.

9. Click the **Scale list arrow**, click **150%**, click **OK**, deselect the text, then click the **Save button** 🖫 on the Standard toolbar
   Increasing the scale of the characters makes them wider and gives the text a shorter, squat appearance, as shown in Figure C-6.

FIGURE C-4: Font tab in Font dialog box

Select font, font style, and font size

Shows the combined results of the selected formats

Select font color and underline style

Select font effects
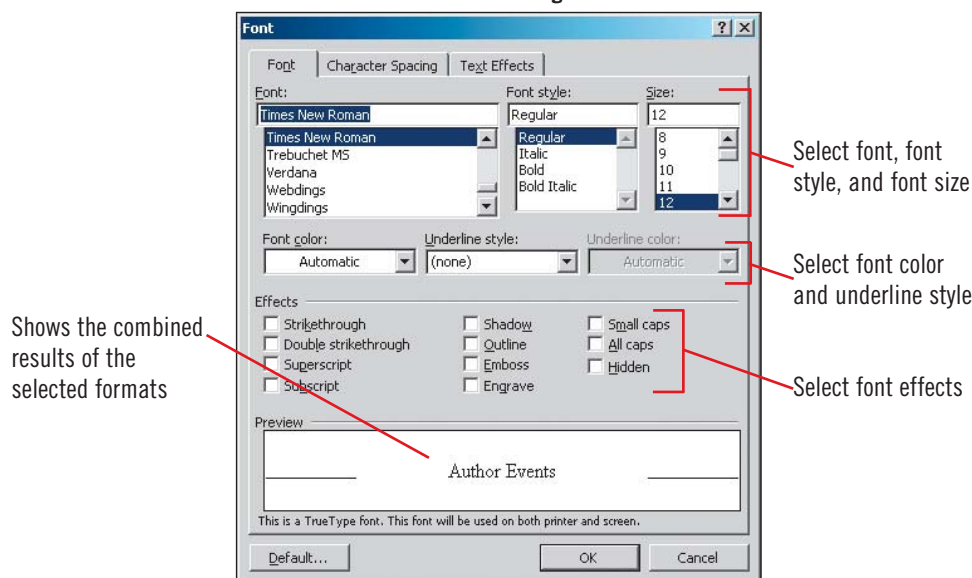
FIGURE C-5: Font effects applied to text

Subhead formatted in 12-point Arial, bold, italic, and small caps

Subscript text
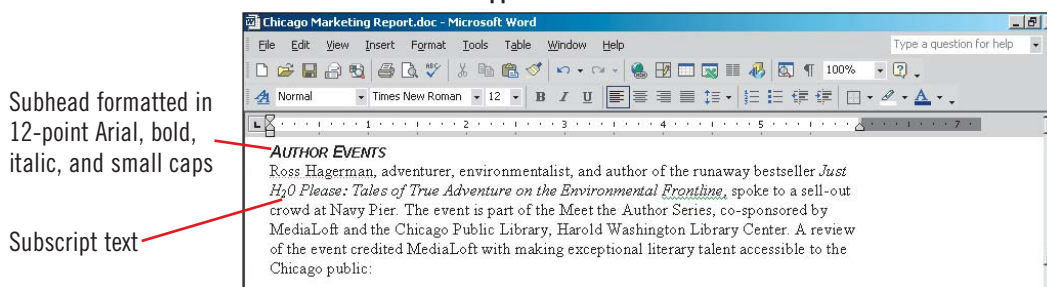
FIGURE C-6: Character-spacing effects applied to text

Report title formatted in bold with a character scale of 150%

Paragraph formatted in italic

Headings formatted in bold

CLUES TO USE
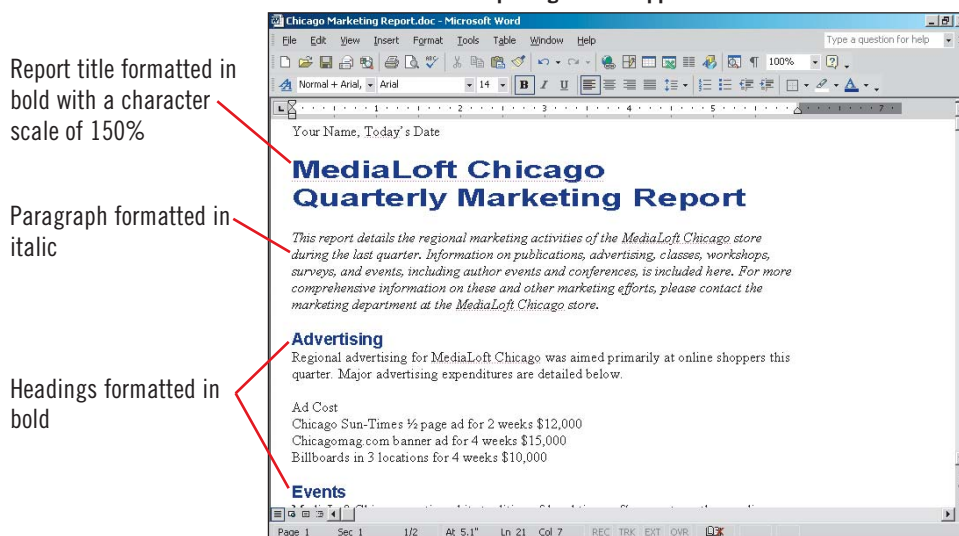
Changing the case of letters

The Change Case command on the Format menu allows you to quickly change letters from uppercase to lowercase—and vice versa—saving you the time it takes to retype text you want to change. To change the case of selected text, use the Change Case command to open the Change Case dialog box, then select the case style you want to use. Sentence case capitalizes the first letter of a sentence, title case capitalizes the first letter of each word, and toggle case switches all letters to the opposite case.

Changing Line and Paragraph Spacing

Increasing the amount of space between lines adds more white space to a document and can make it easier to read. Adding space between paragraphs can also open up a document and improve its appearance. You can change line and paragraph spacing using the Paragraph command on the Format menu. You can also use the Line Spacing button to quickly change line spacing. ➠ Isaac increases the line spacing of several paragraphs and adds extra space under each heading to give the report a more open feel.

Steps 1 2 3 4

1. Place the insertion point in the italicized paragraph under the report title, then click the **Line Spacing list arrow** ☲ on the Formatting toolbar
   The Line Spacing list opens. This list includes options for increasing the space between lines.

2. Click **1.5**
   The space between the lines in the paragraph increases to 1.5 lines. Notice that you do not need to select an entire paragraph to change its paragraph formatting; simply place the insertion point in the paragraph you want to format.

3. Scroll down until the heading Advertising is at the top of your screen, select the **four-line list** that begins with Ad Cost, click ☲, then click **1.5**
   The line spacing between the selected paragraphs changes to 1.5. To change the paragraph-formatting features of more than one paragraph, you must select the paragraphs.

4. Place the insertion point in the heading **Advertising**, click **Format** on the menu bar, then click **Paragraph**
   The Paragraph dialog box opens, as shown in Figure C-7. You can use the Indents and Spacing tab to change line spacing and the spacing above and below paragraphs. Spacing between paragraphs is measured in points.

5. Click the **After up arrow** in the Spacing section so that 6 pt appears, then click **OK**
   Six points of space are added below the paragraph—the Advertising heading.

6. Select **Advertising**, then click the **Format Painter button** 🖌 on the Standard toolbar
   The pointer changes to 🖌. The **Format Painter** is a powerful Word feature that allows you to copy all the format settings applied to the selected text to other text that you want to format the same way. The Format Painter is especially useful when you want to copy multiple format settings, but you can also use it to copy individual formats.

7. Select **Events** with the 🖌 pointer, then deselect the text
   Six points of space are added below the Events heading paragraph and the pointer changes back to the I-beam pointer. Compare your document with Figure C-8.

8. Select **Events**, then double-click 🖌
   Double-clicking the Format Painter button allows the Format Painter to remain active until you turn it off. By keeping the Format Painter turned on you can apply formatting to multiple items.

9. Scroll down, select the headings **Classes & Workshops**, **Publications**, and **Surveys** with the 🖌 pointer, then click 🖌 to turn off the Format Painter
   Six points of space are added below each heading paragraph.

10. Press **[Ctrl][Home]**, then click the **Save button** 🖫 on the Standard toolbar

FIGURE C-7: Indents and Spacing tab in Paragraph dialog box

Change the spacing above and below paragraphs

Spacing After up arrow

Change the line spacing

Preview of selected settings
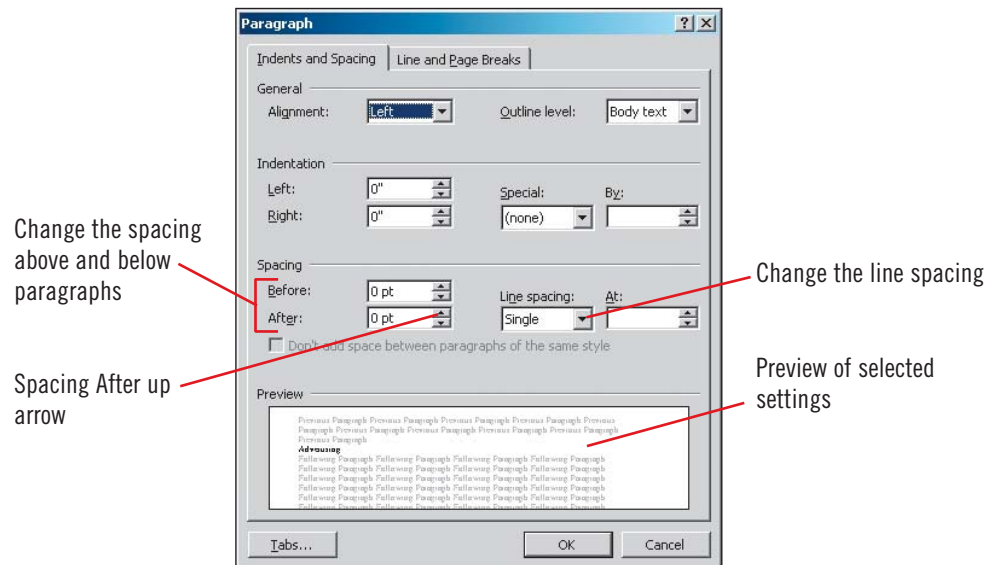
FIGURE C-8: Line and paragraph spacing applied to document

Format Painter button

6 points of space added below paragraphs

Line Spacing list arrow

Line spacing is 1.5

Line spacing is 1

Advertising

Regional advertising for MediaLoft Chicago was aimed primarily at online shoppers this quarter. Major advertising expenditures are detailed below.

Ad Cost

Chicago Sun-Times ½ page ad for 2 weeks $12,000

Chicagomag.com banner ad for 4 weeks $15,000

Billboards in 3 locations for 4 weeks $10,000

Events

MediaLoft Chicago continued its tradition of lunchtime café concerts, author readings, and story hours for children. In addition, MediaLoft Chicago sponsored the following special events during this quarter:

CLUES TO USE

Formatting with styles

You can also apply multiple format settings to text in one step by applying a style. A **style** is a set of formats, such as font, font size, and paragraph alignment, that are named and stored together. To work with styles, click the Styles and Formatting button on the Formatting toolbar to open the Styles and Formatting task pane, shown in Figure C-9. The task pane displays the list of available styles and the formats you have created for the current document, if any. To view all the styles available in Word, click the Show list arrow at the bottom of the task pane, then click All Styles.

A **character style**, indicated by a character in the list of styles, includes character format settings, such as font and font size. A **paragraph style**, indicated by a ¶ character in the list, is a combination of character and paragraph formats, such as font, font size, paragraph alignment, and paragraph spacing. To apply a style, select the text or paragraph you want to format, then click the style name in the Pick formatting to apply list box.

FIGURE C-9: Styles and Formatting task pane
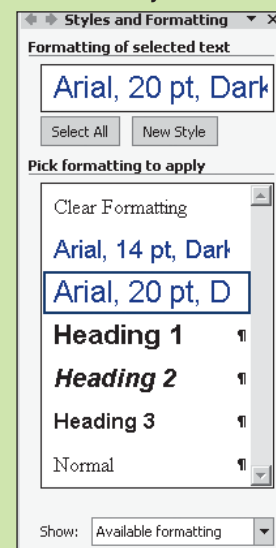
Aligning Paragraphs

Changing paragraph alignment is another way to enhance a document's appearance. Paragraphs are aligned relative to the left and right margins in a document. By default, text is **left-aligned**, which means it is flush with the left margin and has a ragged right edge. Using the alignment buttons on the Formatting toolbar, you can **right-align** a paragraph—make it flush with the right margin—or **center** a paragraph so that it is positioned evenly between the left and right margins. You can also **justify** a paragraph so that both the left and right edges of the paragraph are flush with the left and right margins. ⬗ Isaac changes the alignment of several paragraphs at the beginning of the report to make it visually more interesting.

Steps 1 2 3 4

1. Replace **Your Name, Today's Date** with your name, a comma, and the date

2. Select your name and the date, then click the **Align Right button** ▤ on the Formatting toolbar
   The text is aligned with the right margin. In Normal view, the junction of the white and shaded sections of the horizontal ruler indicates the location of the right margin. The left end of the ruler indicates the left margin.

3. Place the insertion point between your name and the comma, press **[Delete]** to delete the comma, then press **[Enter]**
   The new paragraph containing the date is also right-aligned. Pressing [Enter] in the middle of a paragraph creates a new paragraph with the same text and paragraph formatting as the original paragraph.

4. Select the **report title**, then click the **Center button** ▤ on the Formatting toolbar
   The two paragraphs that make up the title are centered between the left and right margins.

5. Place the insertion point in the **Advertising** heading, then click ▤
   The Advertising heading is centered.

6. Place the insertion point in the italicized paragraph under the report title, then click the **Justify button** ▤
   The paragraph is aligned with both the left and right margins, as shown in Figure C-10. When you justify a paragraph, Word adjusts the spacing between words so that each line in the paragraph is flush with the left and the right margins.

7. Place the insertion point in **MediaLoft** in the report title, click **Format** on the menu bar, then click **Reveal Formatting**
   The Reveal Formatting task pane opens in the Word program window, as shown in Figure C-11. The task pane shows the formatting applied to the text and paragraph where the insertion point is located. You can use the Reveal Formatting task pane to check or change the formatting of any character, word, paragraph, or other aspect of a document.

8. Select **Advertising**, then click the **Alignment** hyperlink in the Reveal Formatting task pane
   The Paragraph dialog box opens with the Indents and Spacing tab displayed. It shows the settings for the selected text.

9. Click the **Alignment list arrow**, click **Left**, click **OK**, then deselect the text
   The Advertising heading is left-aligned.

10. Close the Reveal Formatting task pane, then click the **Save button** ▤ on the Standard toolbar

FIGURE C-10: Modified paragraph alignment

- Right margin in Normal view
- Right-aligned
- Center-aligned
- Justified
- Left-aligned
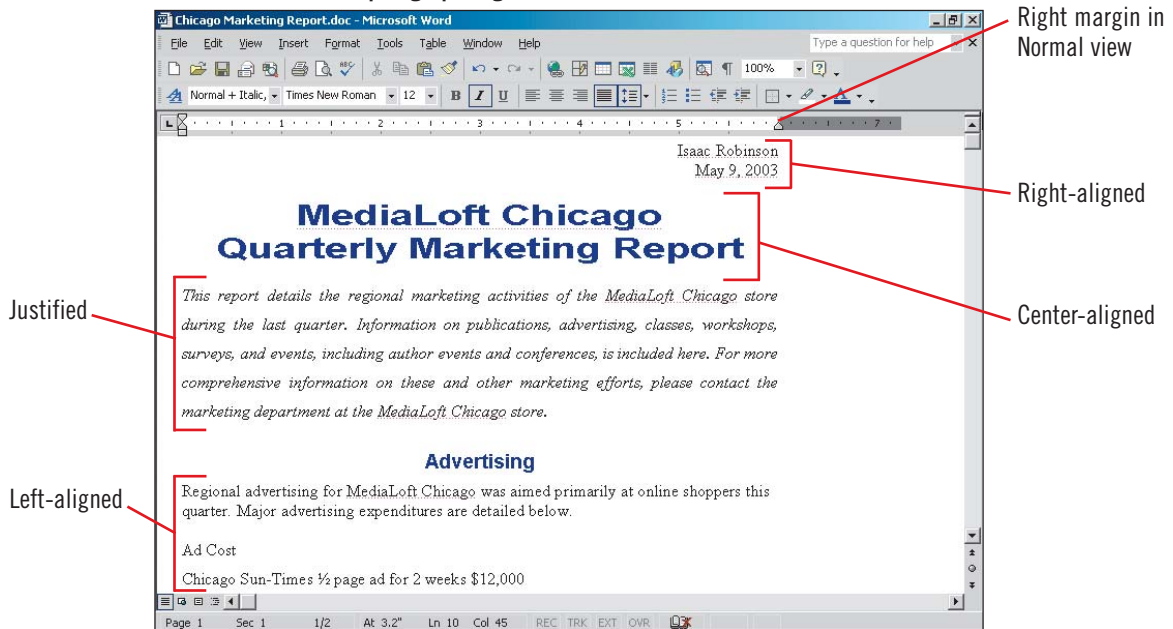
FIGURE C-11: Reveal Formatting task pane

- Reveal Formatting task pane
- Format settings for the selected text
- Click hyperlinks to change format settings
- Click - to hide information
- Click + to display information
- Select to show underlying style
- Select to show formatting marks in document

CLUES TO USE
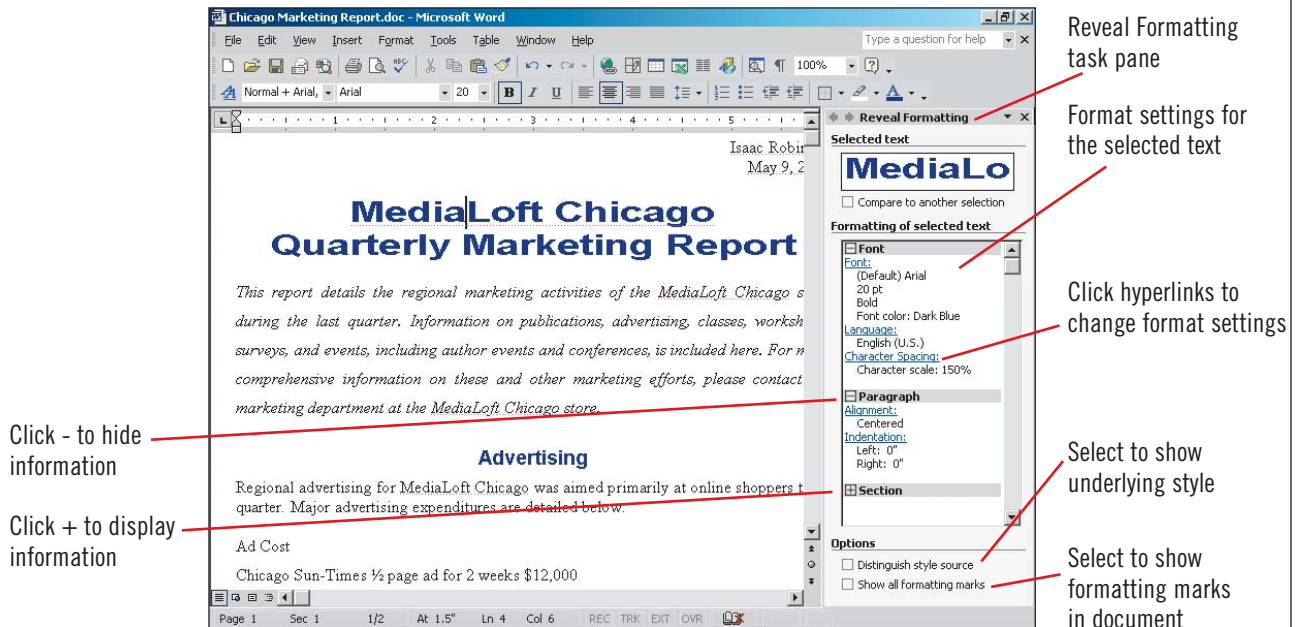
Working with Click and Type

Word's Click and Type feature allows you to automatically apply the paragraph formatting necessary to insert text (or graphics or tables) in a blank area of a document in Print Layout or Web Layout view. As you move the pointer around in a blank area of a document, the pointer changes depending on its location. Double-clicking with a click and type pointer in a blank area of a document automatically applies the appropriate alignment and indentation for that location, so that when you begin typing, the text is already formatted.

The pointer shape indicates which formatting will be applied at each location when you double-click. For example, if you click with the ⬐ pointer, the text you type will be center-aligned. Clicking with ⌶≡ creates a left tab stop at the location of the insertion point so that the text you type is left-aligned at the tab stop. Clicking with ≡⌶ right-aligns the text you type. The ⌶≛ pointer creates left-aligned text with a first line indent. The best way to learn how to use Click and Type is to experiment in a blank document.

Working with Tabs

Tabs allow you to align text vertically at a specific location in a document. A **tab stop** is a point on the horizontal ruler that indicates the location at which to align text. By default, tab stops are located every ½" from the left margin, but you can also set custom tab stops. Using tabs, you can align text to the left, right, or center of a tab stop, or you can align text at a decimal point or bar character. You set tabs using the horizontal ruler or the Tabs command on the Format menu. ✎ Isaac uses tabs to format the information on advertising expenditures so it is easy to read.

Steps 1 2 3 4

1. Scroll down until the heading Advertising is at the top of your screen, then select the **four-line list** beginning with Ad Cost

Before you set tab stops for existing text, you must select the paragraphs for which you want to set tabs.

2. Point to the **tab indicator** ⎣ at the left end of the horizontal ruler

The icon that appears in the tab indicator indicates the active type of tab; pointing to the tab indicator displays a ScreenTip with the name of the active tab type. By default, left tab is the active tab type. Clicking the tab indicator scrolls through the types of tabs.

3. Click the **tab indicator** to see each of the available tab types, make **left tab** ⎣ the active tab type, then click the **1" mark** on the horizontal ruler

A left tab stop is inserted at the 1" mark on the horizontal ruler. Clicking the horizontal ruler inserts a tab stop of the active type for the selected paragraph or paragraphs.

4. Click the **tab indicator** twice so the **Right Tab icon** ⎦ is active, then click the **4½" mark** on the horizontal ruler

A right tab stop is inserted at the 4½" mark on the horizontal ruler, as shown in Figure C-12.

5. Place the insertion point before **Ad** in the first line in the list, press **[Tab]**, place the insertion point before **Cost**, then press **[Tab]**

Inserting a tab before Ad left-aligns the text at the 1" mark. Inserting a tab before Cost right-aligns Cost at the 4½" mark.

6. Insert a tab at the beginning of each remaining line in the list, then insert a tab before each **$** in the list.

The paragraphs left-align at the 1" mark. The prices right-align at the 4½" mark.

7. Select the four lines of tabbed text, drag the right tab stop to the **5" mark** on the horizontal ruler, then deselect the text

Dragging the tab stop moves it to a new location. The prices right-align at the 5" mark.

8. Select the last three lines of tabbed text, click **Format** on the menu bar, then click **Tabs**

The Tabs dialog box opens, as shown in Figure C-13. You can use the Tabs dialog box to set tab stops, change the position or alignment of existing tab stops, clear tab stops, and apply tab leaders to tabs. **Tab leaders** are lines that appear in front of tabbed text.

9. Click **5"** in the Tab stop position list box, click the **2 option button** in the Leader section, click **OK**, deselect the text, then click the **Save button** 🖫 on the Standard toolbar

A dotted tab leader is added before each 5" tab stop, as shown in Figure C-14.

FIGURE C-12: Left and right tab stops on the horizontal ruler

Right Tab icon in tab indicator

Left tab stop

Right tab stop
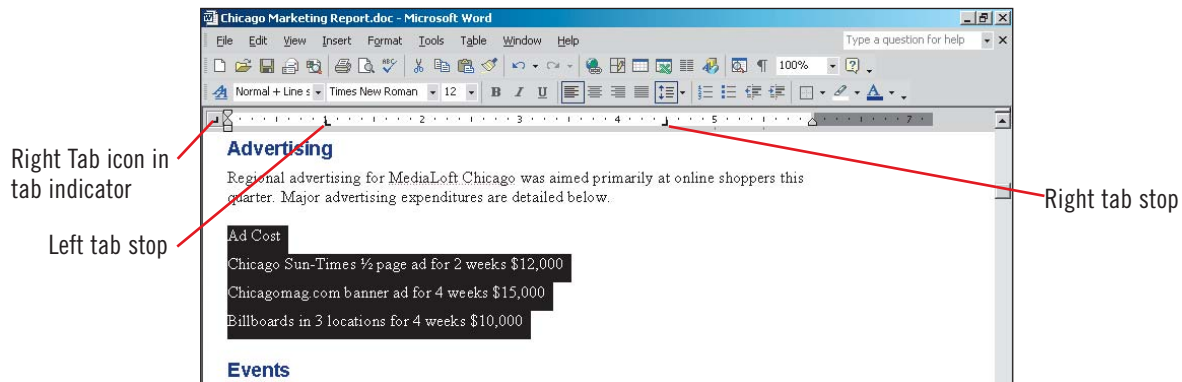
FIGURE C-13: Tabs dialog box

Select the tab stop you want to modify

FIGURE C-14: Tab leaders

Tabbed text left-aligned with left tab stop

Tabbed text right-aligned with right tab

Tab leader

CLUES TO USE
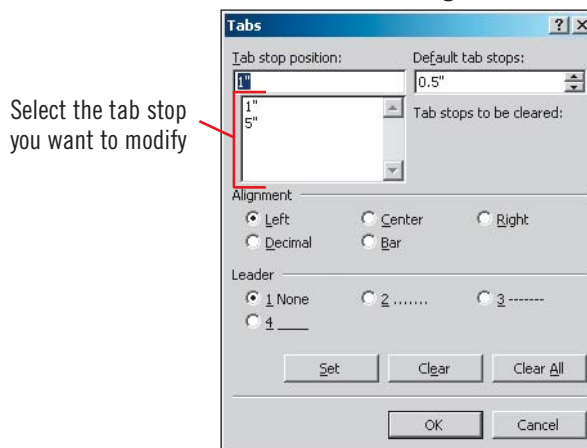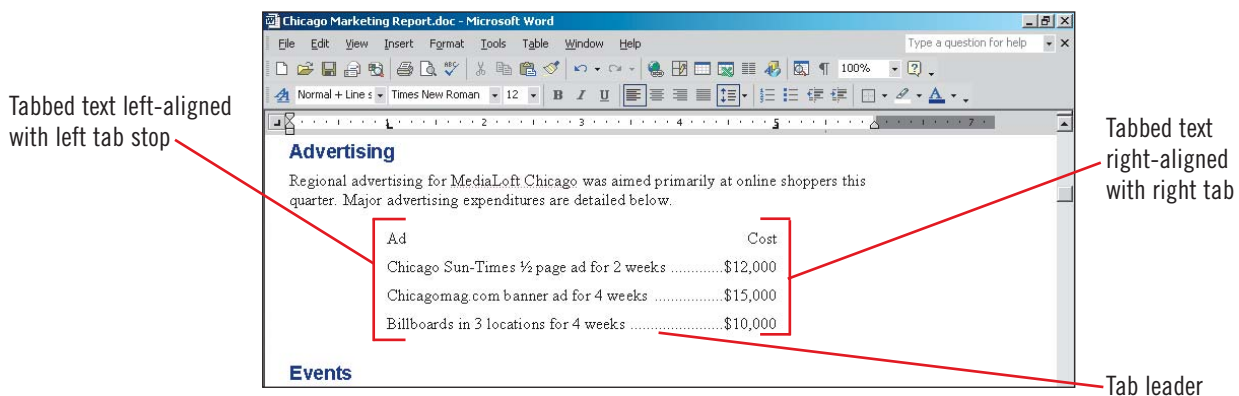
Creating a table

In addition to using tabs to organize text in rows and columns, you can create a table and then enter the text in rows and columns. To create a simple table, place the insertion point where you want to insert the table, click the Insert Table button 🔲 on the Standard toolbar, then, on the grid that appears, drag to select the number of columns and rows you want for the table. When you release the mouse button, an empty table is inserted in the document. To enter or edit text in the table, place the insertion point in a table cell, then type. To move the insertion point from cell to cell, press [Tab] or click in a cell. To format text in a table, select the text, then use the buttons on the Formatting toolbar. The Table menu also includes commands for modifying and formatting tables.

Working with Indents

When you **indent** a paragraph, you move its edge in from the left or right margin. You can indent the entire left or right edge of a paragraph or just the first line. The **indent markers** on the horizontal ruler indicate the indent settings for the paragraph in which the insertion point is located. Dragging the indent markers to a new location on the ruler is one way to change the indentation of a paragraph; using the indent buttons on the Formatting toolbar is another. You can also use the Paragraph command on the Format menu to indent paragraphs. Table C-1 describes different types of indents and the methods for creating each. Isaac indents several paragraphs in the report.

Steps

1. Press **[Ctrl][Home]**, click the **Print Layout View button** on the horizontal scroll bar, click the **Zoom list arrow** on the Standard toolbar, then click **Page Width**
   The document is displayed in Print Layout view, making it easier to see the document margins.

> **QuickTip**
>
> Press [Tab] at the beginning of a paragraph to indent the first line ½". You can also set a custom indent using the Indents and Spacing tab in the Paragraph dialog box.

2. Place the insertion point in the italicized paragraph under the title, then click the **Increase Indent button** on the Formatting toolbar
   The entire paragraph is indented ½" from the left margin, as shown in Figure C-15. The indent marker also moves to the ½" mark on the horizontal ruler. Each time you click the Increase Indent button, the left edge of a paragraph moves another ½" to the right.

3. Click the **Decrease Indent button** on the Formatting toolbar
   The left edge of the paragraph moves ½" to the left, and the indent marker moves back to the left margin.

> **Trouble?**
>
> Take care to drag only the First Line Indent marker. If you make a mistake, click the Undo button, then try again.

4. Drag the **First Line Indent marker** to the ¼" mark on the horizontal ruler as shown in Figure C-16
   The first line of the paragraph is indented ¼". Dragging the first line indent marker indents only the first line of a paragraph.

5. Scroll to the bottom of page 1, place the insertion point in the **quote** (the last paragraph), then drag the **Left Indent marker** to the ½" mark on the horizontal ruler
   When you drag the Left Indent marker, the First Line and Hanging Indent markers move as well. The left edge of the paragraph is indented ½" from the left margin.

6. Drag the **Right Indent marker** to the 5½" mark on the horizontal ruler
   The right edge of the paragraph is indented ½" from the right margin, as shown in Figure C-17.

7. Click the **Save button** on the Standard toolbar

TABLE C-1: Types of indents

indent type	description	to create
Left indent	The left edge of a paragraph is moved in from the left margin	Drag the Left Indent marker right to the position where you want the left edge of the paragraph to align, or click the Increase Indent button to indent the paragraph in ½" increments
Right indent	The right edge of a paragraph is moved in from the right margin	Drag the Right Indent marker left to the position where you want the right edge of the paragraph to end
First-line indent	The first line of a paragraph is indented more than the subsequent lines	Drag the First Line Indent marker right to the position where you want the first line of the paragraph to start
Hanging indent	The subsequent lines of a paragraph are indented more than the first line	Drag the Hanging Indent marker right to the position where you want the hanging indent to start
Negative indent (or Outdent)	The left edge of a paragraph is moved to the left of the left margin	Drag the Left Indent marker left to the position where you want the negative indent to start

FIGURE C-15: Indented paragraph

First Line Indent marker

Hanging Indent marker

Left Indent marker

Indented paragraph

Decrease Indent button

Increase Indent button

Right Indent marker
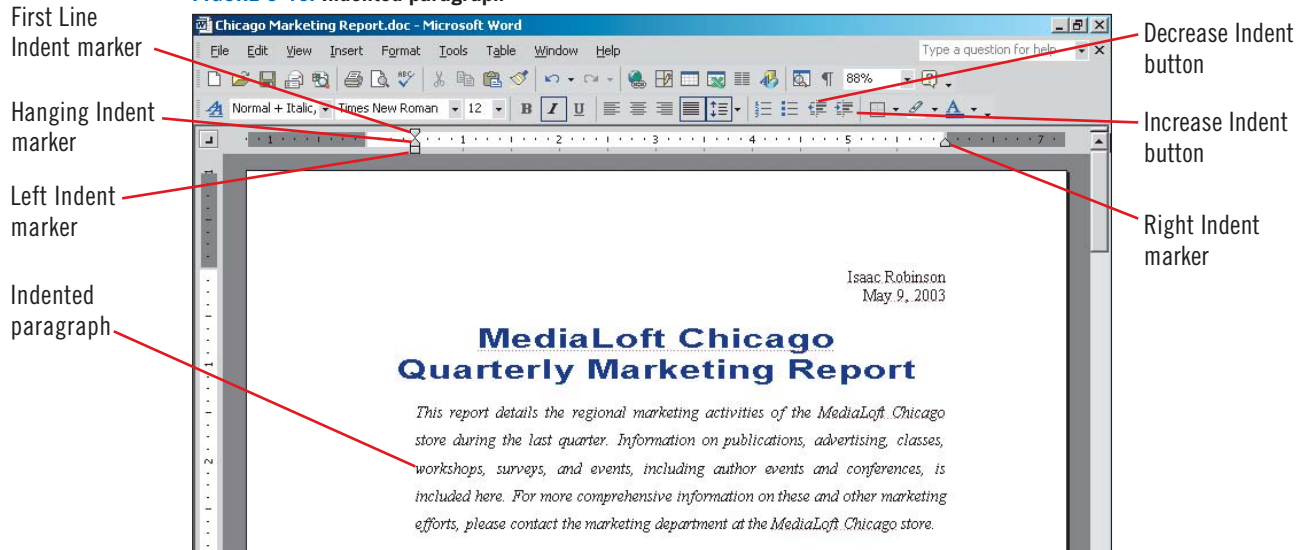
FIGURE C-16: First Line Indent marker being dragged

First Line Indent marker being dragged to the ¼" mark
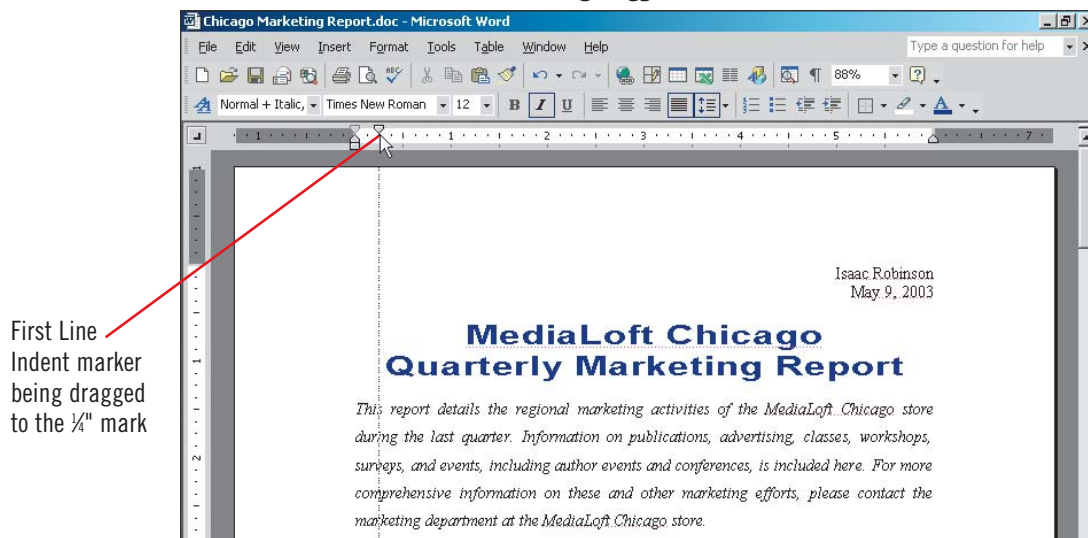
FIGURE C-17: Paragraph indented from the left and right

Paragraph indented ½" from left

Paragraph indented ½" from right
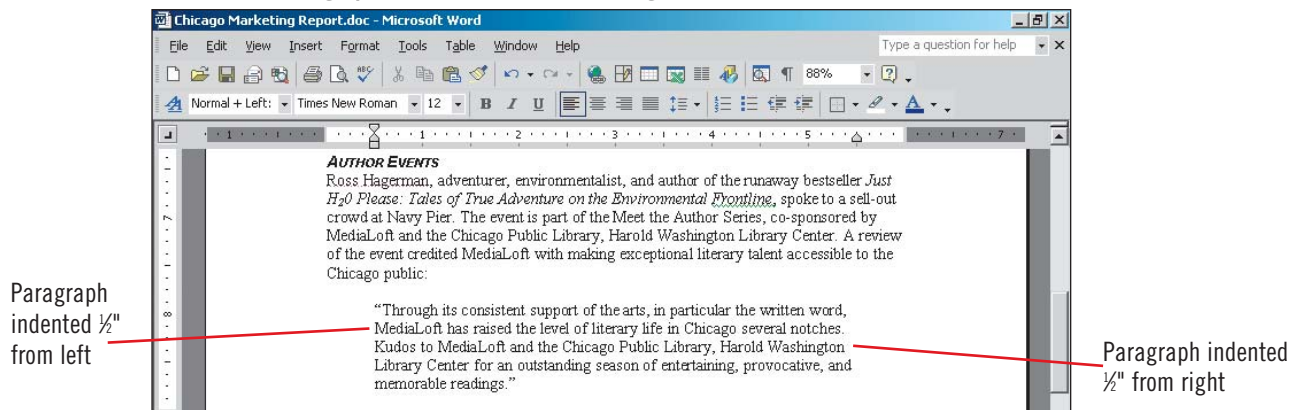
Adding Bullets and Numbering

Formatting a list with bullets or numbering can help to organize the ideas in a document. A **bullet** is a character, often a small circle, that appears before the items in a list to add emphasis. Formatting a list as a numbered list helps illustrate sequences and priorities. You can quickly format a list with bullets or numbering by using the Bullets and Numbering buttons on the Formatting toolbar. You can also use the Bullets and Numbering command on the Format menu to change or customize bullet and numbering styles. ✏️ Isaac formats the lists in his report with numbers and bullets.

Steps 1 2 3 4

1. Scroll down until the first paragraph on the second page (Authors on our…) is at the top of your screen

2. Select the **three-line list of names** under the paragraph, then click the **Numbering button** 📋 on the Formatting toolbar
   The paragraphs are formatted as a numbered list.

3. Place the insertion point after **Jack Seneschal**, press **[Enter]**, then type **Polly Flanagan**
   Pressing [Enter] in the middle of the numbered list creates a new numbered paragraph and automatically renumbers the remainder of the list. Similarly, if you delete a paragraph from a numbered list, Word automatically renumbers the remaining paragraphs.

4. Click **1** in the list
   Clicking a number in a list selects all the numbers, as shown in Figure C-18.

5. Click the **Bold button** 🅱 on the Formatting toolbar
   The numbers are all formatted in bold. Notice that the formatting of the items in the list does not change when you change the formatting of the numbers. You can also use this technique to change the formatting of bullets in a bulleted list.

6. Select the **list of classes and workshops** under the Classes & Workshops heading, scrolling down if necessary, then click the **Bullets button** 📋 on the Formatting toolbar
   The five paragraphs are formatted as a bulleted list.

7. With the list still selected, click **Format** on the menu bar, then click **Bullets and Numbering**
   The Bullets and Numbering dialog box opens with the Bulleted tab displayed, as shown in Figure C-19. You use this dialog box to apply bullets and numbering to paragraphs, or to change the style of bullets or numbers.

8. Click the **Square bullets box** or select another style if square bullets are not available to you, click **OK**, then deselect the text
   The bullet character changes to a small square, as shown in Figure C-20.

9. Click the **Save button** 💾 on the Standard toolbar

FIGURE C-18: Numbered list

Numbers selected in numbered list
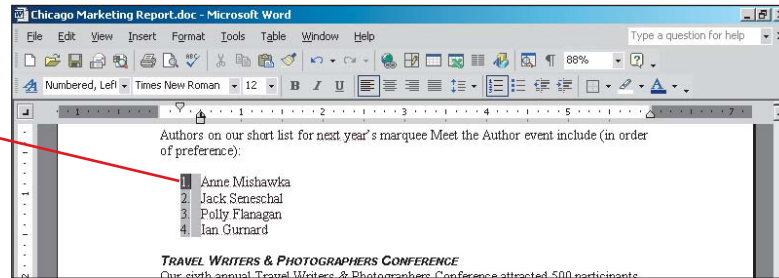
FIGURE C-19: Bulleted tab in the Bullets and Numbering dialog box

Numbered tab contains options for numbered lists

Outline Numbered tab contains options for outlines

Square bullets (your bullet styles might differ)

Click to select different characters and pictures to use as bullets
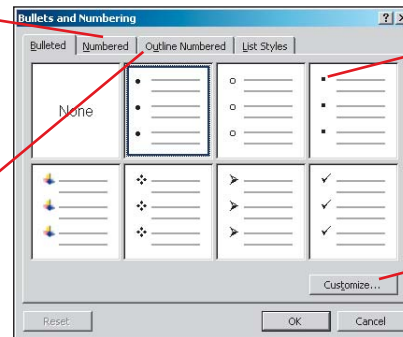
FIGURE C-20: Square bullets applied to list

Numbers are bold

Square bullets applied to list

Word 2002
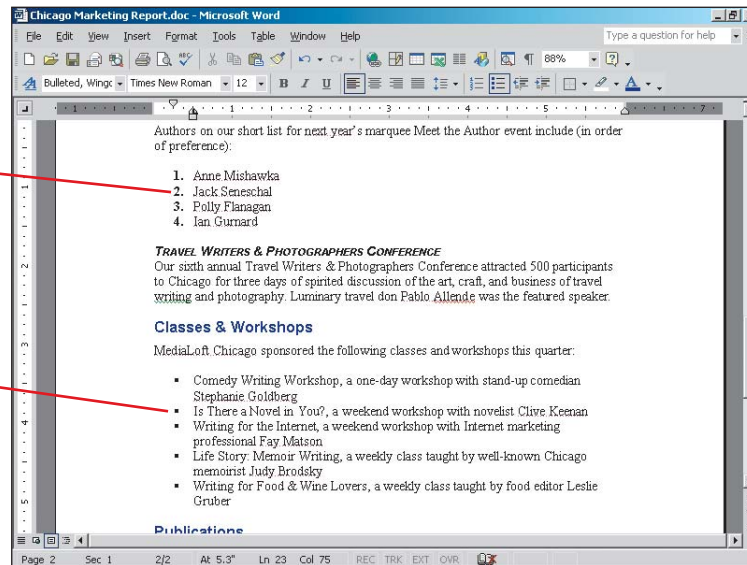
Creating outlines

You can create lists with hierarchical structures by applying an outline numbering style to a list. To create an outline, begin by applying an outline numbering style from the Outline Numbered tab in the Bullets and Numbering dialog box, then type your outline, pressing [Enter] after each item. To demote items to a lower level of importance in the outline, place the insertion point in the item, then click the Increase Indent button on the Formatting toolbar. Each time you indent a paragraph, the item is demoted to a lower lever in the outline. Similarly, you can use the Decrease Indent button to promote an item to a higher level in the outline. You can also create a hierarchical structure in any bulleted or numbered list by using and to demote and promote items in the list. To change the outline numbering style applied to a list, select a new style from the Outline Numbered tab in the Bullets and Numbering dialog box.

Adding Borders and Shading

Borders and shading can add color and splash to a document. **Borders** are lines you add above, below, to the side, or around words or a paragraph. You can format borders using different line styles, colors, and widths. **Shading** is a color or pattern you apply behind words or paragraphs to make them stand out on a page. You apply borders and shading using the Borders and Shading command on the Format menu. Isaac enhances the advertising expenses table by adding shading to it. He also applies a border under every heading to visually punctuate the sections of the report.

Steps 1234

1. Scroll up until the heading Advertising is at the top of your screen

2. Select the **four paragraphs** of tabbed text under the Advertising heading, click **Format** on the menu bar, click **Borders and Shading**, then click the **Shading tab**
   The Shading tab in the Borders and Shading dialog box is shown in Figure C-21. You use this tab to apply shading to words and paragraphs.

3. Click the **Pale Blue box** in the bottom row of the Fill section, click **OK**, then deselect the text
   Pale blue shading is applied to the four paragraphs. Notice that the shading is applied to the entire width of the paragraphs, despite the tab settings.

4. Select the **four paragraphs**, drag the **Left Indent marker** ▭ to the **¾" mark** on the horizontal ruler, drag the **Right Indent marker** △ to the **5¼" mark**, then deselect the text
   The paragraphs are indented from the left and right, making the shading look more attractive.

5. Select **Advertising**, click **Format** on the menu bar, click **Borders and Shading**, then click the **Borders tab**
   The Borders tab is shown in Figure C-22. You use this tab to add boxes and lines to words or paragraphs.

6. Click the **Custom box** in the Setting section, click the **Width list arrow**, click **¾ pt**, click the **Bottom Border button** ▦ in the Preview section, click **OK**, then deselect the text
   A ¾-point black border is added below the Advertising paragraph.

7. Click **Events**, press **[F4]**, then scroll down and use [F4] to add a border under each blue heading
   The completed document is shown in Figure C-23.

8. Click the **Save button** 🖫 on the Standard toolbar, click the **Print button** 🖨, close the document, then exit Word
   A copy of the report prints. Depending on your printer, colors might appear differently when you print. If you are using a black and white printer, colors will print in shades of gray.

CLUES TO USE

Highlighting text in a document

You can mark important text in a document with highlighting. **Highlighting** is transparent color that is applied to text using the Highlight pointer ▱. To highlight text, click the Highlight list arrow ▱▾ on the Formatting toolbar, select a color, then use the I-beam part of the ▱ pointer to select the text. Click ▱ to turn off the Highlight pointer. To remove highlighting, select the highlighted text, click ▱▾, then click None. Highlighting prints, but it is used most effectively when a document is viewed online.

FIGURE C-21: Shading tab in Borders and Shading dialog box

Name of active color appears here

Pale Blue

Click to select a shading pattern

Preview of shading settings

Click to choose to apply the settings to the paragraph or to the selected text

FIGURE C-22: Borders tab in Borders and Shading dialog box

Select border formats before applying them in the Preview section

Select Custom to add a single border

Preview of border settings

Bottom border button

Click buttons or edges of preview to apply individual borders

FIGURE C-23: Borders and shading applied to the document

Border under headings

Isaac Robinson
May 9, 2003

MediaLoft Chicago
Quarterly Marketing Report

This report details the regional marketing activities of the MediaLoft Chicago store during the last quarter. Information on publications, advertising, classes, workshops, surveys, and events, including author events and conferences, is included here. For more comprehensive information on these and other marketing efforts, please contact the marketing department at the MediaLoft Chicago store.

Advertising

Regional advertising for MediaLoft Chicago was aimed primarily at online shoppers this quarter. Major advertising expenditures are detailed below.

Ad	Cost
Chicago Sun-Times _ page ad for 2 weeks	$12,000
Chicagomag.com banner ad for 4 weeks	$15,000
Billboards in 3 locations for 4 weeks	$10,000

Events

MediaLoft Chicago continued its tradition of lunchtime café concerts, author readings, and story hours for children. In addition, MediaLoft Chicago sponsored the following special events during this quarter:

AUTHOR EVENTS

Ross Hagerman, adventurer, environmentalist, and author of the runaway bestseller *Just H₂0 Please: Tales of True Adventure on the Environmental Frontline*, spoke to a sell-out crowd at Navy Pier. The event is part of the Meet the Author Series, co-sponsored by MediaLoft and the Chicago Public Library, Harold Washington Library Center. A review of the event credited MediaLoft with making exceptional literary talent accessible to the Chicago public:

"Through its consistent support of the arts, in particular the written word, MediaLoft has raised the level of literary life in Chicago several notches. Kudos to MediaLoft and the Chicago Public Library, Harold Washington Library Center for an outstanding season of entertaining, provocative, and memorable readings."

Authors on our short list for next year's marquee Meet the Author event include (in order of preference):

1. Anne Mishawka
2. Jack Seneschal
3. Polly Flanagan
4. Ian Gurnard

TRAVEL WRITERS & PHOTOGRAPHERS CONFERENCE

Our sixth annual Travel Writers & Photographers Conference attracted 500 participants to Chicago for three days of spirited discussion of the art, craft, and business of travel writing and photography. Luminary travel don Pablo Allende was the featured speaker.

Classes & Workshops

MediaLoft Chicago sponsored the following classes and workshops this quarter:

- Comedy Writing Workshop, a one-day workshop with stand-up comedian Stephanie Goldberg
- Is There a Novel in You?, a weekend workshop with novelist Clive Keenan
- Writing for the Internet, a weekend workshop with Internet marketing professional Fay Matson
- Life Story: Memoir Writing, a weekly class taught by well-known Chicago memoirist Judy Brodsky
- Writing for Food & Wine Lovers, a weekly class taught by food editor Leslie Gruber

Publications

MediaLoft Chicago published newsletters for book groups, young readers, and music lovers during this quarter. The newsletters were all aimed at customers and distributed in the MediaLoft Chicago store. Each newsletter was also mailed to approximately 800 people from our mailing lists.

Surveys

This quarter, MediaLoft Chicago distributed surveys to customers in the book and music departments. Results will not be available until the next quarter.

Shading applied to paragraphs

Practice

► Concepts Review

Label each element of the Word program window shown in Figure C-24.

FIGURE C-24

Match each term with the statement that best describes it.

8. Italic	a. A character that appears at the beginning of a paragraph to add emphasis
9. Bullet	b. Transparent color that is applied to text to mark it in a document
10. Style	c. A text style in which characters are slanted
11. Bold	d. Color or a pattern that is applied behind text to make it look attractive
12. Point	e. A set of format settings
13. Highlight	f. A unit of measurement equal to ½ of an inch
14. Shading	g. A line that can be applied above, below, or to the sides of a paragraph
15. Border	h. A text style in which characters are darker and thicker

Select the best answer from the list of choices.

16. Which button is used to align a paragraph with both the left and right margins?

a. ▤   c. ▤

b. ▤   d. ▤

17. What is Times New Roman?
- **a.** A character format
- **b.** A font
- **c.** A style
- **d.** A text effect

18. What is the most precise way to increase the amount of white space between two paragraphs?
- **a.** Indent the paragraphs.
- **b.** Insert an extra blank line between the paragraphs.
- **c.** Use the Paragraph command to change the spacing below the first paragraph.
- **d.** Change the line spacing of the paragraphs.

19. What element of the Word program window can be used to check the font effects applied to text?
- **a.** Standard toolbar
- **b.** Formatting toolbar
- **c.** Styles and Formatting task pane
- **d.** Reveal Formatting task pane

20. Which command would you use to apply color behind a paragraph?
- **a.** Borders and Shading
- **b.** Background
- **c.** Paragraph
- **d.** Styles and Formatting

▶ Skills Review

1. Format with fonts.
- **a.** Start Word, open the file WD C-2 from the drive and folder where your Project Files are located, save it as **EDA Report**, then scroll through the document to get a feel for its contents.
- **b.** Press [Ctrl][Home], format the report title **Concord Springs Economic Development Report Executive Summary** in 22-point Tahoma. Choose a different font if Tahoma is not available to you.
- **c.** Change the font color of the report title to Blue-Gray.
- **d.** Format each of the following headings in 14-point Tahoma with the Blue-Gray font color: **Mission Statement**, **Guiding Principles**, **Issues**, **Proposed Actions**.
- **e.** Press [Ctrl][Home], then save your changes to the report.

2. Change font styles and effects.
- **a.** Apply bold to the report title and to each heading in the report.
- **b.** Format the paragraph under the Mission Statement heading in italic.
- **c.** Format the third paragraph under the Issues heading, **Years Population Growth**, in bold small caps, with a Blue-Gray font color.
- **d.** Change the font color of the two paragraphs under Years Population Growth to Blue-Gray.
- **e.** Format the paragraph **Source: Office of State Planning** in italic.
- **f.** Scroll to the top of the report, change the character scale of **Concord Springs Economic Development Report** to 80%, then save your changes.

3. Change line and paragraph spacing.
- **a.** Change the line spacing of the three-line list under the first body paragraph to 1.5 lines.
- **b.** Add 12 points of space before the Executive Summary paragraph.
- **c.** Add 12 points of space after each heading in the report.
- **d.** Add 6 points of space after each paragraph in the list under the Guiding Principles heading.
- **e.** Add 6 points of space after each paragraph under the Proposed Actions heading.
- **f.** Press [Ctrl][Home], then save your changes to the report.

4. **Align paragraphs.**
   a. Press [Ctrl][A] to select the entire document, then justify all the paragraphs.
   b. Center the two-paragraph report title.
   c. Press [Ctrl][End], type your name, press [Enter], type the current date, then right-align your name and the date.
   d. Save your changes to the report.

5. **Work with tabs.**
   a. Scroll up and select the four-line list of blue-gray population information.
   b. Set left tab stops at the 1¾"-mark and the 3" mark.
   c. Insert a tab at the beginning of each paragraph in the list.
   d. In the first paragraph, insert a tab before Population. In the second paragraph, insert a tab before 4.5%. In the third paragraph, insert a tab before 53%.
   e. Select the first three paragraphs, then drag the second tab stop to the 2¾" mark on the horizontal ruler.
   f. Press [Ctrl][Home], then save your changes to the report.

6. **Work with indents.**
   a. Indent the first line of the first body paragraph ½".
   b. Indent the paragraph under the Mission Statement heading ½" from the left and ½" from the right.
   c. Indent the first line of the paragraph under the Guiding Principles heading ½".
   d. Indent the first line of the three body paragraphs under the Issues heading ½".
   e. Press [Ctrl][Home], then save your changes to the report.

7. **Add bullets and numbering.**
   a. Apply bullets to the three-line list under the first body paragraph.
   b. Change the bullet style to small circles (or choose another bullet style if small circles are not available to you).
   c. Change the font color of the bullets to Blue-Gray.
   d. Scroll down until the Guiding Principles heading is at the top of your screen.
   e. Format the five-paragraph list under Guiding Principles as a numbered list.
   f. Format the numbers in 12-point Tahoma bold, then change the font color to Blue-Gray.
   g. Scroll down until the Proposed Actions heading is at the top of your screen, then format the paragraphs under the heading as a bulleted list using checkmarks as the bullet style (or choose another bullet style).
   h. Change the font color of the bullets to Blue-Gray, press [Ctrl][Home], then save your changes to the report.

8. **Add borders and shading.**
   a. Change the font color of the report title to Light Yellow, then apply Blue-Gray shading.
   b. Apply Light Yellow shading to the Mission Statement heading, then add a 1-point Blue-Gray border below the Mission Statement heading.
   c. Use the Format Painter to copy the formatting of the Mission Statement heading to the other headings in the report.
   d. Under the Issues heading, select the first three lines of tabbed text, which are formatted in Blue-Gray.
   e. Apply Light Yellow shading to the paragraphs, then add a 1-point Blue-Gray box border around the paragraphs.
   f. Indent the paragraphs 1½" from the left and 1½" from the right.
   g. Press [Ctrl][Home], save your changes to the report, view the report in Print Preview, then print a copy. The formatted report is shown in Figure C-25.
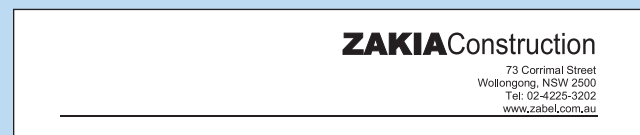   h. Close the file and exit Word.

FIGURE C-25
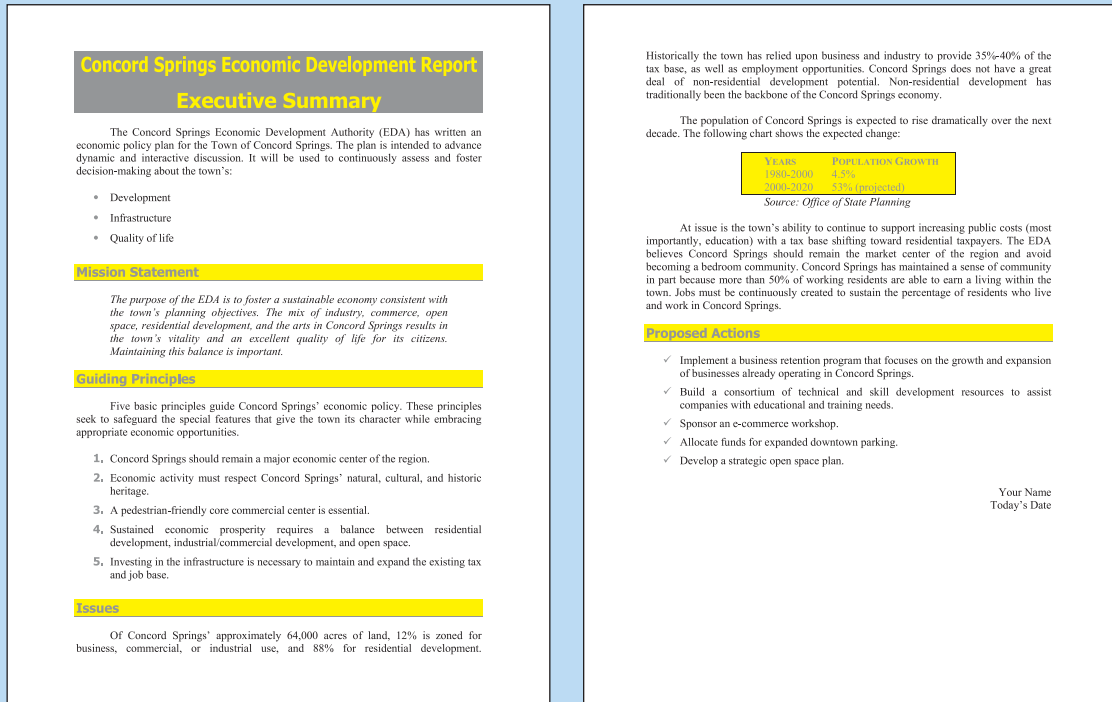
▶ Independent Challenge 1

You are an estimator for Zakia Construction in the Australian city of Wollongong. You have drafted an estimate for a home renovation job, and need to format it. It's important that your estimate have a clean, striking design, and reflect your company's professionalism.

FIGURE C-26

a. Start Word, open the file WD C-3 from the drive and folder where your Project Files are located, save it as **Zakia Construction**, then read the document to get a feel for its contents. Figure C-26 shows how you will format the letterhead.

b. In the first paragraph, format **ZAKIA** in 24-point Arial Black. (*Hint*: Select a similar font if Arial Black is not available to you.)

c. Format **Construction** in 24-point Arial, then change the character scale to 90%.

d. Format the next four lines in 9-point Arial, right-align them, then add a 1-point border below the last line.

e. In the body of the document, format the title **Proposal of Renovation** in 16-point Arial Black, then center the title.

f. Format the following headings (including the colons) in 12-point Arial Black: **Date**, **Work to be performed for and at**, **Scope of work**, **Payment schedule** and **Agreement**.

g. Format the 14-paragraph list under Scope of work as a numbered list, then apply bold to the numbers.

h. Change the paragraph spacing to add 4 points of space after each paragraph in the list.

i. With the list selected, set a right tab stop at the 5¾" mark, then insert tabs before every price in the list.

j. Apply bold to the two paragraphs—**Total estimated job cost** and **Approximate job time**—below the list.

k. Replace Your Name with your name in the signature block, select the signature block, set a left tab stop at the 3½" mark, then indent the signature block.

l. Examine the document carefully for formatting errors and make any necessary adjustments.

m. Save and print the document, then close the file and exit Word.

▶ Independent Challenge 2

Your employer, The Lange Center for Contemporary Arts in Halifax, Nova Scotia, is launching a membership drive. Your boss has written the text for a flyer advertising Lange membership, and asks you to format it so that it is eye-catching and attractive.

a. Open the file WD C-4 from the drive and folder where your Project Files are located, save it as **Membership Flyer**, then read the document. Figure C-27 shows how you will format the first several paragraphs of the flyer.

FIGURE C-27

b. Select the entire document and format it in 10-point Arial Narrow.

c. Format the first paragraph, **Membership Drive**, in 26-point Arial Narrow, bold, with a white font color. Expand the character spacing by 7 points. Center the paragraph and apply plum shading to the paragraph.

d. Format the second paragraph, **2003**, in 36-point Arial Black, 80% gray font color, with a shadow effect. Expand the character spacing by 25 points and change the character scale to 200%. Center the paragraph.

e. Format each **What we do for…** heading in 12-point Arial, bold, with a plum font color. Add a single line ½-point border under each heading.

f. Format each subheading (**Gallery, Lectures, Library, All members…**, and **Membership Levels**) in 10-point Arial, bold. Add 3 points of spacing before each paragraph.

g. Indent each body paragraph ¼", except for the paragraphs under the What we do for YOU heading.

h. Format the four paragraphs under the All members… subheading as a bulleted list. Use a bullet symbol of your choice and format the bullets in the plum color.

i. Indent the five paragraphs under the Membership Levels heading ¼". For these five paragraphs, set left tab stops at the 1¼" mark and the 2" mark on the horizontal ruler. Insert tabs before the price and before the word **All** in each of the five paragraphs.

j. Format the name of each membership level (**Artistic, Conceptual**, etc.) in 10-point Arial, bold, italic, with a plum font color.

k. Format the **For more information** paragraph in 14-point Arial, bold, with a plum font color. Center the paragraph and add a 6-point dotted black border above the paragraph.

l. Format the last two paragraphs in 11-point Arial Narrow, and center the paragraphs. In the contact information, replace **Your Name** with your name, then apply bold to your name.

m. Examine the document carefully for formatting errors and make any necessary adjustments.

n. Save and print the flyer, then close the file and exit Word.
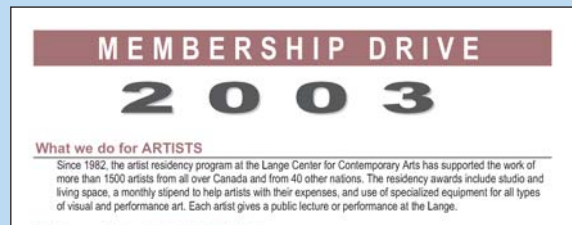
▶ Independent Challenge 3

One of your responsibilities as program coordinator at Solstice Mountain Sports is to develop a program of winter outdoor learning and adventure workshops. You have written a memo to your boss to update her on your progress. You need to format the memo so it is professional-looking and easy to read.

a. Start Word, open the file WD C-5 from the drive and folder where your Project Files are located, then save it as **Solstice Memo**.

b. Format the heading **Solstice Mountain Sports Memorandum** in 26-point Impact, then center it.

c. In the memo header, replace Today's Date and Your Name with the current date and your name.

d. Select the four-line memo header, set a left tab stop at the ¾" mark, then insert tabs before the date, the recipient's name, your name, and the subject of the memo.

e. Select **Date:**, then apply the character style Strong to it. (*Hint:* Open the Styles and Formatting task pane, click the Show list arrow, click All Styles if necessary, scroll through the alphabetical list of styles to locate the style Strong, then click Strong.)

f. Apply the Strong style to **To:**, **From:**, and **Re:**, then double-space the four lines in the memo header.

g. Apply a 3-point dotted border below the blank line under the memo header. (*Hint*: Turn on formatting marks, select the paragraph symbol below the memo header, then apply a border below it.)

h. Apply the paragraph style Heading 3 to the headings **Overview**, **Workshops**, **Accommodation**, **Fees**, and **Proposed winter programming**.

i. Under the Fees heading, format the words **Workshop fees** and **Accommodation fees** using the Strong style.

j. Add 6 points of space after the Workshop fees paragraph.

k. In the Fees section, apply green highlighting to these sentences: **Workshop fees include materials and equipment**. and **This is a discounted rate**.

l. On the second page of the document, format the list under the Proposed winter programming heading as an outline. Figure C-28 shows the hierarchical structure of the outline. (*Hint*: Format the list as an outline numbered list, then use the Increase Indent and Decrease Indent buttons to change the level of importance of each item.)

m. Change the outline numbering style to the bullet numbering style shown in Figure C-28, if necessary.

n. Save and print the document, then close the file and exit Word.

FIGURE C-28

Proposed winter programming
- ❖ Skiing, Snowboarding, and Snowshoeing
  - ➢ Skiing and Snowboarding
    - ▪ Cross-country skiing
      - • Cross-country skiing for beginners
      - • Intermediate cross-country skiing
      - • Inn-to-inn ski touring
      - • Moonlight cross-country skiing
    - ▪ Telemarking
      - • Basic telemark skiing
      - • Introduction to backcountry skiing
      - • Exploring on skis
    - ▪ Snowboarding
      - • Backcountry snowboarding
  - ➢ Snowshoeing
    - ▪ Beginner
      - • Snowshoeing for beginners
      - • Snowshoeing and winter ecology
    - ▪ Intermediate and Advanced
      - • Intermediate snowshoeing
      - • Guided snowshoe trek
      - • Above tree line snowshoeing
- ❖ Winter Hiking, Camping, and Survival
  - ➢ Hiking
    - ▪ Beginner
      - • Long-distance hiking
      - • Winter summits
      - • Hiking for women
  - ➢ Winter camping and survival
    - ▪ Beginner
      - • Introduction to winter camping
      - • Basic winter mountain skills
      - • Building snow shelters
    - ▪ Intermediate
      - • Basic winter mountain skills II
      - • Ice climbing
      - • Avalanche awareness and rescue

Word 2002

Independent Challenge 4

The fonts you choose for a document can have a major effect on the document's tone. Not all fonts are appropriate for use in a business document, and some fonts, especially those with a definite theme, are appropriate only for specific purposes. The World Wide Web includes hundreds of Web sites devoted to fonts and text design. Some Web sites sell fonts, others allow you to download fonts for free and install them on your computer. In this independent challenge, you will research Web sites related to fonts and find examples of fonts you could use in your work.

a. Start Word, open the file WD C-6 from the drive and folder where your Project Files are located, and save it as **Fonts**. This document contains the questions you will answer about the fonts you find.

b. Use your favorite search engine to search the Web for Web sites related to fonts. Use the keyword **font** to conduct your search. If your search does not result in appropriate links, try looking at the following Web sites: www.1001freefonts.com, www.fontsnthings.com, and www.fontfreak.com.

c. Explore the fonts available for downloading. As you examine the fonts, notice that fonts fall into two general categories: serif fonts, which have a small stroke, called a serif, at the ends of characters, and sans serif fonts, which do not have a serif. Times New Roman is an example of a serif font and Arial is an example of a sans serif font.

d. Type your answers in the Fonts document, save it, print a copy, then close the file and exit Word.

► Visual Workshop

Using the file WD C-7 found in the drive and folder where your Project Files are located, create the menu shown in Figure C-29. (*Hints*: Use Georgia for the font. Change the font size of the heading to 72 points, scale the font to 66%, and expand the spacing by 2 points. For the rest of the text, change the font size to 11 points. Indent all the text ½" from the left and the right. Use paragraph spacing to adjust the spacing between paragraphs so that all the text fits on one page. If the Georgia font is not available to you, choose a different font.) Save the menu as **Rosebud Specials**, then print a copy.

FIGURE C-29